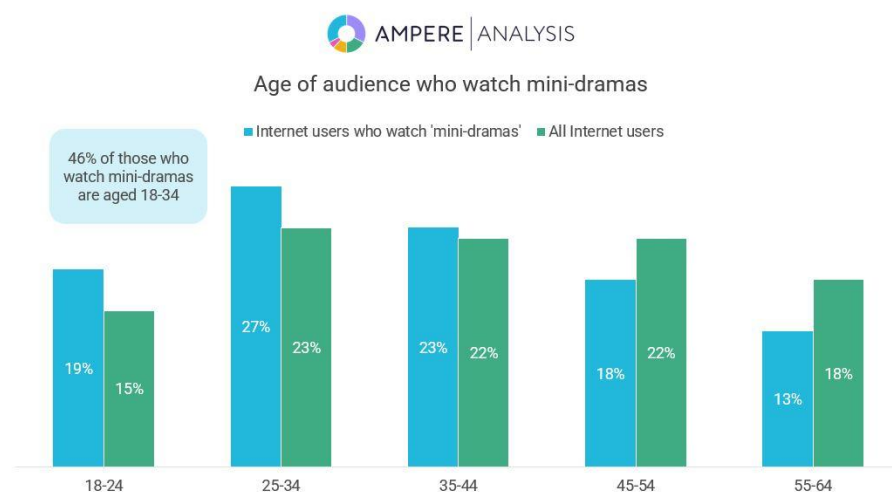


Mini-dramas attract mega audiences

10-minute social dramas are claiming large viewer numbers

London, 27th October 2025: More than one in 10 internet users have watched drama episodes lasting 10 minutes or less on social media, according to new research from Ampere Analysis. The firm's annual global survey of over 100,000 consumers shows 'micro-dramas' and 'mini-dramas' gaining traction on social media, with YouTube and TikTok the leading destinations. As younger audiences spend more time with vertical short-form video on their phone, commissioners are using social platforms as distribution channels and as discovery funnels for premium apps such as DramaBox and ReelShorts.



Source: Ampere – Media Consumer, Q3 2025, Base: 18-64 Internet users

Key findings

- **Younger skew. Viewers aged 18–34 are 21% more likely** than the average viewer to have watched mini-dramas in the past month.
- **APAC leads; Europe lags.** Engagement is strongest in **Thailand, Malaysia and the Philippines**—reflecting mobile-first usage in these markets. In comparison, audiences in Europe are less likely than average to have watched in the past month.
- **YouTube is the most popular destination for viewers**, with 44% of those who have watched a mini-drama doing so on the platform.
- **TikTok follows close behind at 38%.**
- **Top genres. Romance, Anime and Fantasy** are the biggest draws and should be priority genres for future commissions.

Minal Modha, Research Director and Head of Sports Media, Sponsorship and Consumer Research at Ampere Analysis, says, “Shorter scripted drama platforms are capitalising on the increasing use of vertical videos customised for phone viewing, particularly among younger audiences. On average, internet users spend nearly 50 mins a day watching videos on social media, rising to over an hour for 18–34-year-olds. Thus, commissioners of mini- and micro-dramas can use social platforms in two main ways: first, show all episodes on services like YouTube and generate advertising revenue, or second, tease the content on TikTok or Instagram, before enticing audiences onto subscription apps such as DramaBox.”

Ends

Notes to Editors

*From Ampere's twice-yearly Media Consumer survey. 56,000 internet users aged 18-64 across 30 global markets participate per wave.

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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